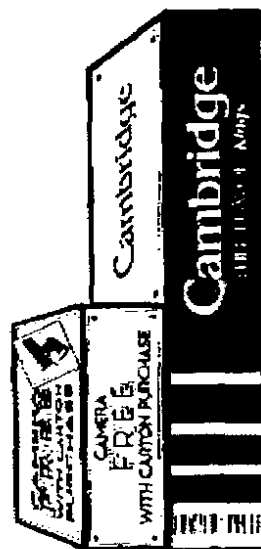


CAM CAMERA SC 11/23/93 4:04 PM Page 1

Cambridge

FREE CAMERA
with Carton Purchase



Promotion Dates
February 28 - April 1, 1994

2041395803

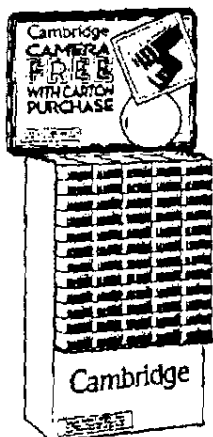
CAMBRIDGE PROFIT CALCULATOR	
Retail/Carton	
- Cost/Carton	
= Gross Profit/Carton	
X Number of Cartons	
= Total Profit	
Gross Margin (Gross Profit Per Carton / Retail)	%

67198 © Philip Morris Inc. 1993

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FREE CAMERA!

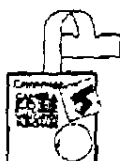
with Carton Purchase



30 Deal Display
60"H x 21 1/2"W x 9 7/8"D



Poster
16"H x 22"W



Dangler
7"H x 5"W

Kit # 22203

- 30 Deal Display, Poster, Dangler, On-Carton Catalog, 15 Deal Back ups, and laminated sell card

Kit # 22204

- 60 Deals, Header, Poster, Dangler, and laminated sell card



- Generate increased sales with this Free Disposable Camera Offer From Cambridge!
- Reward your Cambridge smokers with an on-carton catalog located inside the Free Disposable Camera packaging. This catalog of items that are redeemable through pack UPC's will encourage repeat sales.
- Display this promotion in a highly visible location. A 30-deal carton display will be available with 15 deal back-ups. A 60-deal offering will utilize your semi-permanent carton display.

Cambridge

2041395804